



NOTA

ROMA 27 OTTOBRE 2017

**XXXI FESTIVAL INTERNAZIONALE DI CINEMA E DI TELEVISIONE**  
Roma, giovedì 26 – sabato 28 ottobre 2017



FESTIVAL INTERNAZIONALE  
DI CINEMA E TELEVISIONE

nel quadro della XII Festa del Cinema di Roma

**HELEN BOADEN**

Newspapers massive decline.

Long painful collapse of local press.

Google, Verizon, , yahoo and FB in 2015 had 75% of the advertising income. And probably today even more. This left a desert of independent voices around the country, and only few big newspapers can survive.

Fake news is part of this phenomenon.

Propaganda came before the concept of media independence.

And internet is back the perfect tool for internet.

The surprise of the results of the US elections is the result of a divide between journalists and the country. Most of them are well educated, urban, liberal people and don't understand the swing voters angry, badly educated that made the success of Trump.

Experience shows us these last months that the concept of impartiality is not fashionable.

Professor Benkler made a research that show how de-contestualized truth, to create a false perception of the world. This pass through trusted source, that are not traditional media but your friends' blog or website.

In early 2016 Fox backed Rubio but not Trump.

Breitbart attacked Fox on corruption, immigration, etc. and so Fox changed of field and decided to to back Trump. So attacks on web stopped. So Breitbart move to target to the traditional media.

And there there was a problem. Many people went on the traditional media website to double check the allegations of Breitbart and –surprise- they found there the same contents, because traditional media were runnibg behind sensational news. So people were disappointed (or even confirmed in their views) by reading again the same allegations of the web into the traditional media.

We discovered that even the confutations of fake news were perceived by the people having a clear opinion, as a confirmation of their suspect.

Unfortunately in the US you don't have public service that is relevant to audience, so you don't have this shield for citizen.

The loudest voices have the more space on traditional media as well as on the web. PSM have to be bold and stand for the truth. This task is very difficult to be sustained, but is essential for democracy.